

**THE EFFECT OF PSYCHOLOGICAL FACTORS TOWARDS  
PURCHASING DECISIONS**

**PRODUCT OF RUMAH MODE**



**RESEARCH**

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**2015**

## LEGALIZATION

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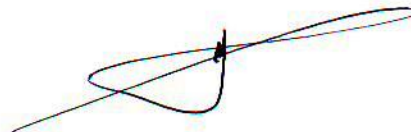
**THE EFFECT OF PSYCHOLOGICAL FACTORS TOWARDS PURCHASING DECISION**  
(Empirical case Product of RUMAH MODE)

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Title of Research : 'The Effect of Psychological Factors towards Purchasing Decision'

Declaration with truthful here research I was made and apply these constitute outcome from creation myself, expect quotations and summaries all of these I was explain the sources. When afterwards day proved and can be evident that output research plagiarizes, and then I will be ready accept anything punishment from Economics and Business Faculty and or academic title/degree and certificate from Muhammadiyah University of Surakarta cancel to me for accepted.

Surakarta, 27 November 2015

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## ABSTRACT

In global marketing now that many consumers visit a social network online community to gain apparel shopping information and psychological factors involves in the stages of consumer decision making, the purpose of this study was to analyze the effect of psychological factors at social network online communities and provide an implication towards purchasing decision. The title of this research is The Effect of Psychological Factors Towards Purchasing Decisions. The purpose of this research is to analyze the effect of Psychological factors ( Consciousness, Experience, Moral Responsibility and Shared Culture) towards purchasing decision by the member of online shopping "Rumah Mode" to buy their product. 150 respondents in this research are the member of online shopping "Rumah Mode". Technique sampling of research used was JUDGEMENT because researchers directly involved as members in the Group of Online shopping. This analysis results that Psychological factors ( Consciousness, Experience, Moral Responsibility and Shared Culture) were Significant and Valid towards Purchasing Decision.

**Key words:** *Psychological factors , Consciousness , Experience , Moral Responsibility , Shared Culture , Purchasing decision , Online Shopping.*

Surakarta, 27 November 2015

Author,

A handwritten signature in black ink, appearing to read 'Niki Galih Wigati', with a stylized flourish at the end.

(NikiGalihWigati)



## ABSTRACT

Dalam pemasaran global sekarang bahwa banyak konsumen mengunjungi sebuah komunitas jaringan sosial online untuk mendapatkan informasi pakaian belanja dan faktor psikologis melibatkan dalam tahap pengambilan keputusan konsumen, tujuan dari penelitian ini adalah untuk menganalisis pengaruh faktor psikologis pada masyarakat jaringan sosial online dan memberikan implikasi terhadap keputusan pembelian. Judul penelitian ini adalah Pengaruh Faktor Psikologis Terhadap Keputusan Pembelian. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh faktor psikologis (Kesadaran, Pengalaman, Tanggung Jawab Moral dan Budaya Bersama) terhadap keputusan pembelian oleh anggota dari belanja online "Rumah Mode" untuk membeli produk mereka. 150 responden dalam penelitian ini adalah anggota dari belanja online "Rumah Mode". Teknik sampling penelitian yang digunakan adalah PENILAIAN karena peneliti terlibat langsung sebagai anggota dalam Kelompok Belanja online. Analisis ini menghasilkan bahwa faktor psikologis (Kesadaran, Pengalaman, Tanggung Jawab Moral dan Budaya Bersama) yang signifikan dan Hari menuju Keputusan Pembelian).

**Kata kunci:** *Faktor Psikologis, Kesadaran, Pengalaman, Tanggung Jawab Moral, Budaya Bersama, Keputusan Pembelian, Belanja Online*

## MOTTO

*Learn from the past, live for today and plan for tomorrow.*

*Do not be a follower, be a Leader!*

*Do not dream about your success, You have to work for it ..Stop dreaming and start doing!*

*I am a super extra limited edition.*

*Grateful of my lives, love my family as always*

## **DEDICATION**

This Research dedication to :

1. ALLAH SWT, thank you for all the blessings that have been given in my life.
2. My beloved parent, My Father ( Haryanto ) and My Mommy ( Dyah Suyatmi) thanks a lot being part of my life and be my superhero especially to my mom always pray, great attention and your love, and all of meaningful thing that you gave to me.
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*AssalaamualaikumWr.Wb.*

*In the name of ALLAH, The Most Gracious, The Most Merciful, All the praise and thanks be to ALLAH, the Lord of the 'Alamin, The Most Gracious, The Most Merciful. I praise ALLAH, the Almighty. It is only because of His blessing that I had the opportunity and capability to finish my research with the title **'The Effect of psychological factors towards purchasing decision.** (empirical studies on members of online shopping).*

Preparation of this research is intended to Management International in partial fulfillment of the requirements the Degree of BACHELOR OF ECONOMICS at Muhammadiyah University of Surakarta.

On this occasion the author would like to express sincere gratitude and appreciation to all parties who have helped either directly or indirectly to the completion of this thesis. Therefore on this occasion the authors would like to express gratitude to:

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The author realized in writing this research is still a lot of flaws and is far from perfection, but the authors hope this research can be useful for subsequent writers. Put both criticism and constructive suggestions for the improvement of this research is very authors expect.

*Wassalaamualaikum Wr. Wb*

*Surakarta, 11 November 2014*

Author,



NIKI GALIH WIGATI

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